

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Swiss Independence Day is ripe in the Valley of the Moon

'Twould be hard to prove, but we're mighty sure that Moonbeams is more closely read and wielded as much or more influence than any weekly periodical published in Sonoma county; might even take in more territory than that. When they drive up from Vallejo to place an ad, when letters come from far away places saying they've heard of the paper and want to read it regularly, it makes teh editor mighty proud. Humble, even, as the wily orators say it.

Nowadays a penny saved wouldn't have bought anything anyway. VALLEY WATCH REPAIR, Boyes. (New location mighty soon.)

Let you in on two little secrets: Profesionals get up to \$2 per performance when they stage those "demonstrations" at the national political conventions. Five demonstrations, \$10! Second, the poor dems with their conventions down in the Chicago stockyards district will take in great quantities of the most horrendous odor we know of. The delegates and visitors won't forget it the rest of their lives.

LOWEST PRICES ALWAYS throughout the WOODLEAF MARKET, Boyes. Complete stocks. We will not be undersold.

Little Switzerland is a most interesting place to visit any time, especially Saturday nights. But this week Sunday it will be even more so. The Swiss Relief society is staging an Independence day celebration ; Swiss independence was won just 665 years ago. Fassler's orchestra from Oakland will be on hand. Big busses will leave from the Mission district of San Francisco all during the morning hours, bringing an estimated 1000 Swiss nationals and friends from the city for the all-day affair. Why not drop over and take a long peek?-

BIG TIME this Sunday at **LITTLE SWITZERLAND, El Verano**. It's **Swiss Independence Day (665th year)**. **Fassler's orchestra**. **Dancing**.

It's true that a number of the "summer replacements" quite frequently turn out to be superior to the TV programs they replace. A case in point is Kim Novak, subbing for Sid Caesar, and he's caught on with as great an impact as did Wally Cox several years ago. But on the whole the summer fare dished out by the networks doesn't amount to too much. Next two weeks will see the big political conventions, and by September most of the old standbys will be back on your screen.

NUTRILITE FOOD SUPPLEMENT. Live longer. Feel better. Stay young. Representatives now covering the Valley of the Moon.

And from Bill Romwall's column in a Hayward daily paper we clip the following:

"In Sonoma there is published 'The Smallest Newspaper in the West.'

"Publisher is Colonel Little, a round, pleasant man who sports a big white Stetson, a booming laugh—and has a combination of advertising genius and editorial savvy that makes his 'Moonbeams' readable, informative—and profitable.

"Someday, when we have more space—we'll give you an excerpt or two from 'Moonbeams'—with permission, of course—of Colonel Little—the big publisher of the littlest paper in the west."

A note from Bill apologizes for saying Moonbeams is published in Sonoma, but his comment is pleasing and we like to think, at least partially true.

A & B APPLIANCES. Rentals. Trucks and Trailers. Moving. Motel. Look us over at 18985 Sonoma Hwy, El Verano wile.

Think that "Goodie" title should be revised to "No-Goodie." Our good governor doesn't seem to know what the score is—in far too many fields. He's in strong with labor, that is, the labor bosses, and that in itself makes him unacceptable with a lot of people. Want to bet he'll ever be reelected?

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality at 1/5¢.

Comes a clock manufacturer that claims its product, installed on an automobile instrument board, will keep perfect time. If it does it'll be a miracle. Think of the millions of auto clocks (extra equipment usually) that run for a week or two when brand new, then forever after rest in peace!

B & L LAUNDROMAT, Fetters. Bring your washing here during the summer months. No labor, fast service, clean clothes!

And now they're going to see that all marines know how to swim. After 180 years, isn't it about time?

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. Varied menu—all good. Cocktails. Always the very best.

The deer hunters were out in force last Saturday, opening day of the season. Mostly they reported seeing few deer. At least one hunter came home with a fine case of poison oak. But there are deer. Saw one the other evening along Arnold drive, a small one, but not much afraid of the car as we drove past.

OUR RESORT, El Verano. Stein club meets here. A friendly atmosphere. Draft beer. Mixed drinks. A good place to know.

The Bob Clouses are moving to a new location near the International airport south of San Francisco, where Bob is now employed.

BATHING EQUIPMENT at BOYES VARIETY STORE. Plus all your summer needs in every line. Giftware. Cards. Look us over.

On the November ballot, we'll vote as to whether bars must serve food. This inane idea was placed in the law when prohibition was ended, but while some bars observed the rule, a terrific percentage did no such thing. Some would keep a poor old parched sandwich on display, and there usually was some coffee around. Now that hypocrisy should be done away with, and we think it will be.

SONOMA GOLF & COUNTRY CLUB. Superb food and drinks, with exquisite surroundings. Try our Clown Room after golfing.

With our mineral water, how or cold, declared to be the equal of any in the world, on a par with, say, Warm Springs, Ga., the Hot Springs area is missing a mighty good bet in not cashing in on it. There might well be a flock of hotels as there are in many of the better known spas, each one catering to those whose health will be improved by making full use of our wonderful water.

Some man of vision could do wonders in promoting the idea.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.

The early risers note that it remains dark much later in mornings of late. When the clocks go back an hour late in September you'll see it remains dark till what is now 7 a. m. Takes about a week after changing the clocks back and forth for the ordinary mortal to get used to it.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

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How you like the puppet shows? They bore us to distraction. The dummies are a shade higher up in the entertainment scale, but their number has grown so much and so fast there's getting to be a traffic congestion in this type of entertainment (?). Even the once popular punch-and-judy shows were funnier. And they didn't take up as much time to get over their point. If there was one.

EL DORADO HOTEL, Sonoma. Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

We've got a solution to the constant price raises. Every time there's a strike, the men get a raise, prices go up, and nobody's any better off. And you can't keep raising wages forever, without a corresponding increase in production—and there's a limit to that.

History would be made, and a most desirable trend started if some union would bring up the matter of contract negotiations and ask for a 5 per cent reduction in wages. Granted, the factory could reduce prices. If enough of such doings went through, after a while we might get back to a lower level of wages and prices and everything.

After all, an hour's work shouldn't be worth much more than \$1. Provided prices were in accordance. But try and make a rabid union man go for that!

SONOMA FURNITURE MART, Broadway. Varied stock. We'll take your old furniture in trade. Upholstering, too.

We tried (not too wholeheartedly) to get Highway 12 through the Springs changed to a real name, and suggested it be called Jack London way. Now we find there's a London way up in Mission Oaks subdivision, so probably we'll have to find another name to boost.

How about Valley boulevard? We suggested that name seven years or so ago, and it still seems like a good idea. Certainly we'll all be prouder to have our main street properly named instead of just referring to it as Highway 12. No class to that. Let's all start calling it Valley boulevard and it can be made to stick. After all, we're a big town now.

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

Look Alikes: George DeWitt, emcee on "Name That Tune," looks like Bob Lynch of the Sonoma Index-Tribune. Sandy Spillman of the "This Morning" program looks like Zan Stark Jr. of the Valley of the Moon Review. Don't know of any important man who looks like the Colonel, but how 'bout Pappy Waldorf, portly cigar-smoking head football coach at the University of California?

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stock

and super service. Paints, Tools, Glass, Gardening Supplies.

That big event the Boyes Springs Merchants' association is staging September 1 and 2 has a new name. Instead of Jack London Days, it will be called the "Country Fair," but with some reference to Jack London's habitat, the Valley of the Moon.

Did you know that many people, even in San Francisco, know mightily little if anything about our lovely valley? It can well stand some promoting, and the coming celebration will do some of that.

So far, Ken Phillips, chairman, says 15 of the 21 booth spaces have been spoken for, and they will cover a multitude of attractions. Some professional tag wrestling is scheduled, there will be street dancing with some good music, gift raffles of all kinds, a good car filled with groceries given away. And the whole downtown section will be decorated.

The merchants' association is out to make this the first of a continuing series of such celebrations, each year expected to be better than the one before. You'll need tickets (nominal price) for the wrestling and other events, but the grounds are free and you can have a wonderful time the whole two days. Plan on bringing the whole family.

HOOKE OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

DENNY'S COG CLUB, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

If large flowers are desired, disbud chrysanthemum plants, leaving only the terminal flower bud on each branch.

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

BOYES SPRINGS FOOD CENTER. A complete market, with lowest prices consistent with quality. Take-out license, too.

And over the air they tell us not to be litterbugs, to place our trash in wayside receptacles. But where are there any? Got a hazy idea there's one trash can almost hidden along the highway between here and Santa Rosa, but for the life of us we can't remember just where?

And what about a dump? There's one half way to Petaluma, but what good is that to us? Should be one nearby. Down Los Angeles way the county buys ground, deep ravines well off the main highway, and proceeds to use them for years. In time they become solid ground, are covered and leveled and become usable again. What's wrong with such a solution?

BATH HOUSE BARBER SHOP, open daily except Monday. Fast, efficient work, modern shop. Bob Narcisi your operator. Drop in.

New businesses, business changes, improvements galore, are coming so fast in the Springs area it's hard to keep up with them. Look over the list.

1. Ginger Gibbs has opened a lunchroom (specializing in over-size hamburgers) in a new building adjacent to Bill Poncia's Drive-In market on Arnold drive.

2. Four girls from San Francisco — Grace Persinger, Bernice Smith, Sylvia Bragg and Lee Sansone—have taken over operation of the cafe in Allen's Hotel in Boyes.

3. Fred Steiner has taken over the former Alex Georges awning and upholstery shop on Valley boulevard at the El Verano wie.

4. G. A. Anderson has joined forces with Ernest Neidholt of the A & B Movers, and they've added a line of new and used household appliances. Anderson knows his end of the business, and Ernie is a whiz of a moving man. Also there is a motel and a rental office for trailers and other equipment, so the boys really have a varied and expanding business up at the El Verano wie intersection.

5. George Roseme has opened a used furniture exchange in the former Hammond Lumber yard. He reports considerably more business in this location than he had when he was down at the Four Corners south of Sonoma.

6. Dr. David T. Jones has opened a chiropractic office in quarters adjoining the Modern Plumbers.

Also there should be included: Walter Grunert has started an auto upholstery business next to the Texaco station in Feters Springs.

And Fields' Auto Repair is in the same building, (a wonderful combination.

Beverly (she says it's not Barbara) Wall and Lulu McCormack are new owners of the former Lew's Snack Shop, and the new name is the Chicken House.

A real estate surveyor is establishing an office in Boyes Hot Springs. Edmund Reedy, public accountant, now has offices at the front of the Greengrass building.

George Trueman will soon be in new quarters with his watch repair business in the former Becker real estate building, with many additional lines. The building is undergoing remodeling and expansion.

Tom Giese has added a show room to his sporting goods store a block or two up the highway, and a gift and antique shop is open next door. Across the street Parsons Lumber company has added a lumber storage yard.

RUSTIC INN, Glen Ellen. An unusual tavern with real old-time atmosphere. Bring your guests here—for a change!

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

THE TOWN HOUSE SUPPER CLUB, Glen Ellen. Finest in North California. Excellent food. Cocktails. Entertainment nightly.

Up at the Gold and Country club there's a continuous coming and going of big golf tourneys. The air force calls it home and schedules most of its big tournaments here. The course is of championship caliber and attracts many of the state's best known golfers. Wonder if Ike might not accept an invitation already extended him, and play a round or two while he's out this way for the republican convention?

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

FIRESIDE LODGE, Hiway 12 west of Sonoma. Barbecued chicken, chops, steaks, spareribs. Superb food. Cocktails.

Time some attention were paid to the junior cyclists around town. Twice a woman driver we know narrowly escaped running down bicyclists who are using First avenue between Baines and Calle del Monte as a place to coast downhill. The corner is almost "blind," and the motorist hasn't a chance. The kids can't stop in time, either.

And at least 50 per cent of the cyclists don't know the rules of the road. They ride on the lefthand side, as pedestrians are supposed to, and not on the right side, the same as motorists. Thought they were taught some of this in school, but mebbe not. If they are, they aren't practicing what they were taught.

RUBBER STAMPS Made to Order. CARL O. DRESEL, 442 Bettencourt St., Sonoma. Call WEBster 8-4160.

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

Last week we used a phrase that included "whether his teachers had never taught him . . ." and our astute and kindly critic, K. C. Jones who runs the Capitol News in Carson City clipped it out and sent it along, noting "This ain't the way they learned me." Technically he's right, of course. But you know we write somewhat casually, and by emphasizing the word "never" had thought to make the comment more truly express the thought. We'll learn, given time.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

BANCROFT NURSERY, Sonoma. For shrubs, roses, fruit trees, grapes, berries. Also fertilizers, insect repellents.

Like to play cards? Then come to the Sonoma Valley Improve ment clubhouse tonight or any Friday evening and enjoy a few games of whist. There are prizes, and refreshments are served. The public is cordially invited. Clubhouse is on Mountain avenue in Fetters Springs, just off the highway.

GEORGE'S MEATS, at Boyes Springs Food Center. Highest grade meats, cut to your order. Hot weather cold slices. Hot dogs, too.

Looking over the type just set, we fail to find anything of a "funny" nature this week. Usually like to swipe a couple of stories that appeal to the funnybone. Never mind; we'll dig up something for future Moonbeams.

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

But how 'bout this: Harry Oliver of the Desert Rat comments: "Now take Dry Camp Blackie; he's been prospecting whereabouts for years. One day a drop of water hit him in the forehead and they had to throw two buckets of sand in his face to bringhimto."

SONOMA MISSION INN, Boyes. Known nationwide as a stand-out hostelry, where good food, drinks and service are superb.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

It is easier on the trimmer if you trim hedges frequently and as tender young growth comes along rather than to do infrequent jobs when it is necessary to cut through woody stems.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. **THE INSKEEPS**.

We learn of the tragic death in Rockford, Ill., of a man, age 57, competing in the "old timer" finals of the world log-rolling championship. We don't know what this championship consists of, but it sounds quite strenuous. The man was "tumbled on his log by the defending champion," slipped into the river and was drowned.

Many a man getting along in years has come to an untimely end because he essayed an iron man role and persisted in showing that he could still keep up with the boys. Now that summer is with us in full regalia, it is timely for elderly optimists to concede gracefully, to embrace moderation, and eschew overdoing it in efforts to kid themselves and others.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.